



GOVERNOR'S

2019 SMALL BUSINESS FORUM

WEST TEXAS



EL PASO BRANCH



AGENDA

7:30 AM Registration, Breakfast and Networking

GENERAL SESSION

8:00 AM Welcome and Opening Remarks

Master of Ceremonies: Felipa Solis, El Paso Pro Musica
Pledge of Allegiance: Vietnam Veterans of America, Chapter 574
Welcoming Remarks: Kelly Spillane, Office of the Governor

Special Guests

Ruth Hughs, Texas Secretary of State
Aaron Demerson, Texas Workforce Commission
Chip Osborne, Texas Veterans Commission

BREAKOUT SESSIONS

9:00 AM - TRACK 1: MARKETING | Traditional Marketing

9:45 AM Moderator: Florence (Flo) Tole, iHeart Media
Gabriel Acuna, CultureSpan Marketing
Leslie Wingo, Sanders\Wingo
Marvin Smith, Chick-fil-A

TRACK 2: BUSINESS GROWTH | Local Financing

Moderator: Hector Espino, El Paso Community College SBDC
Albert Arellano, Government Employees Credit Union
Ray Aguilar, Western Heritage Bank
Yaisa Hallback, TFCU

9:55 AM - TRACK 1: MARKETING | Employer of Choice

10:40 AM Moderator: Leila Melendez, Workforce Solutions Borderplex
Willie Jenkins, Freedom Janitorial
Tommy Cano, Cano HR
John Signorino, Pop-A-Lock

TRACK 2: BUSINESS GROWTH | Alternative Financing

Moderator: Kevin Bowes, Texas Veterans Commission
Maria Lupe Mares, LiftFund
Laura Gomez, PeopleFund
Rita Madrid, Small Business Administration

10:50 AM - TRACK 1: MARKETING | Building a Brand/Digital Marketing

11:35 AM Moderator: Michael Treyger, Office of the Governor
Ray Sanchez, Ghostlight Creative
Perla Maldonado, CultureSpan Marketing
Lilia Alvarez, Sanders\Wingo

TRACK 2: BUSINESS GROWTH | Veteran Programs

Moderator: Anna Baker, Texas Veterans Commission
Enrique Aragon, LiftFund
Bill Sparks, Veterans Business Association
Jose Campos, Small Business Administration

11:45 AM - Keynote Address and Closing Remarks

12:00 PM Keynote Speaker: Von Washington
Closing Remarks: Kelly Spillane